



WORKFORCE CENTRAL FLORIDA

2009 Annual Report

VISION:

WORKFORCE CENTRAL FLORIDA is the region's workforce expert.

MISSION:

WORKFORCE CENTRAL FLORIDA is the region's workforce expert, an authority for workforce planning, programs and the labor market. WCF connects employers to the largest pool of talent in the area and provides worker resources and training. WCF prepares our community's residents for careers that meet local business' demands for today and into the future.

YEAR END HIGHLIGHTS '09

The results of an Ernst & Young **return-on-investment analysis** determined that WORKFORCE CENTRAL FLORIDA impacts the Florida economy by nearly \$400 million in additional personal income each year by placing clients into jobs, providing services to businesses and reducing unemployment and welfare costs. In addition, for every dollar invested through WCF, a \$2.43 rate of return is realized through an increase in state and local revenue and a reduction in welfare expenditures.

Funded by more than \$4.1 million in stimulus funds under the American Recovery & Reinvestment Act, WCF began implementing the **Summer Job Connection** program with the goal to provide valuable work experience for 1,200 young adults, more than 30,000 hours of services for local employers and an immediate financial impact on the local economy. WCF hosted four Summer Job Connection Summits, a work readiness event for the young adults participating in the program.

WCF conducted its third **State of the Workforce** survey with 400 of the region's employers to discover what workforce issues Central Florida employers face today and what issues they anticipate in the future. With the country's economic downturn, 62 percent of employers identified the economy as an important challenge.

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The WCF **Employed Worker Training Awards** program provided more than \$1.5 million in awards to more than 125 companies to enhance nearly 6,000 employees' skills.

Careereoki, a collaborative marketing initiative by WCF, Orange County Public Schools Career and Technical Education (OCPS CTE) and EVOK Advertising, stimulated career training and placement in Central Florida by asking job seekers to submit videos of themselves singing about the career they hoped to achieve. The grand prize winner, Nichole Nagy, received a package valued at \$8,000 including a scholarship to cover tuition for an OCPS CTE certificate program, a job shadow related to nursing, a resume makeover from WCF, a \$250 gift certificate for a personal makeover, a \$100 gas card and a showcase of her video to Central Florida employers.

WCF presented its 2008 **Workforce Champion Award** to Willanne Colwell, director of education and development for Orlando Health, during the sixth annual State of the Workforce Summit, which welcomed more than 400 human resource professionals, business owners and managers for a half-day of breakout sessions about HR and workforce issues. Additionally, five WCF Awards of Excellence were presented to employers that adopted new, best practices in workforce development: Orange County Library System; Clickinks.com; Orlando Health; Orlando Magic; and Cornerstone Construction Services, Inc.

WCF provided 1,415 **individual training scholarships** totaling approximately \$5 million.

WCF presented \$15,000 **Math and Science Lab awards** to four area schools and \$1,000 Club Sponsorships to 42 local schools to help impact math and science learning. It also awarded a total of \$50,000 in scholarships, funded by stimulus dollars from the American Recovery & Reinvestment Act, to 20 students from across five counties to pursue science, technology, engineering, math (STEM) and health careers.

WCF, in partnership with the City of Orlando, opened the **Community Venues BLUEPRINT Employment Office**, a one-stop location designed to help residents connect with training and employment opportunities with Orlando's Community Venues projects including the Events Center, the Dr. Phillips Performing Arts Center, and the renovation of the Citrus Bowl. Through the BLUEPRINT office, WCF placed 36 residents into venues jobs and 788 residents into other area jobs. The office also hosted three Core Construction Training sessions for 58 Central Florida residents.

Florida Center for Nursing awarded WCF \$9,000 to partner with the Orlando Science Center (OSC) for a long-term recruitment initiative that uses modern technology to attract, engage and motivate students to pursue health science careers. As a result of the WCF sponsorship, OSC purchased a

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patient simulator called SimMan® and developed hands-on experiential education programs that allow students to role-play nursing skills and practice diagnostic and therapeutic decision-making during realistic patient care scenarios.

As a strategy to prevent 18-21-year-olds from joining one of the city's 70 gangs, WCF opened an office in the Orlando Downtown Recreation Complex. The office, in partnership with the City of Orlando, Orange County Public Schools, the Department of Juvenile Justice, the Orlando Police and the Orange County Sheriff's Office is designed to help **young adults** eliminate violence from their lives and prepare for their futures.

In order to serve an increasing number of job seekers, WCF continued its efforts to provide more of its services online. WCF created more than 20 **webinars** about WCF services, which have been viewed more than 64,000 times by job seekers. In addition, job seekers accessed WCF's online training courses, in topics such as Internet basics and Microsoft Office products, more than 121,400 times and invested in 16,290 training hours.

CareerTrack, a unique program designed to motivate 18-21-year-old young adults, served 428 people. Participants who completed the program qualified for up to \$400 in financial incentives.

The **WORKFORCE CENTRAL FLORIDA UNIVERSITY** offered eight human resource seminars to 240 area employers including topics such as Conducting Your Own Wage & Hour Audit; Essential Skills for Supervisors; Human Resource Strategies in a Changing Economy; and the 12 Most Common Employer Mistakes.

WCF hosted 12 **job fairs**, six events held throughout the region and six Virtual Job Fairs held online at www.WorkforceCentralFlorida.com/jobfair. Overall, 54,224 job seekers participated in these events.

During the 2009 **Image Awards**, an annual competition hosted by the Florida Public Relations Association-Orlando Area Chapter, WCF received four awards: Image Awards for its Careereeki, Virtual Job Fair and Men in Nursing programs and an Award of Distinction for the WCF 2008 Annual Report.

WCF's two **Mobile Units**, 37-foot transportable computer labs and resource rooms on wheels, made 306 visits and assisted 135 businesses and 1,787 residents.



The **WORKFORCE CENTRAL FLORIDA** board of directors is vital to WCF's success, as members provide a solid connection to the community the organization serves. The WCF board is charged with setting policies and governing the organization to ensure its vision becomes a reality.

BOARD OF DIRECTORS

2008 – 2009

Pete Barr, Jr	Fry, Hammond, Barr
William Bauman	Bauman Media Group, LLC
Denny Bowman	Florida Business Interiors
Tony Bowman	HR Strategic Business Solutions
Nancy Bradley	DHI
Steve Brown	DeVry University
Rick Coleman	Goodwill Industries of Central Florida
Willanne Colwell	Orlando Health
Deb Fadool	AARP Foundation WorkSearch
Nikita Frenney	M V Transportation
John Gill	Resources Global Professionals
Ella Gilmore	Orange County Health & Family Services
Lawrence Haber	Law Office of Lawrence Haber
Lawrence Harold	United Assoc. of Plumbers & Pipefitters Local 803
Lynda Hinckley	Winter Park Housing Authority
Everett Kelly	Thomas Langley Medical Center
Scott La Ferte	Universal Orlando
Tom Lang	Kissimmee Convention & Visitors Bureau
Michael McDaniel	The American Legion Department of Florida
William McDermott	Seminole County Economic Development
Atlee Mercer	Micro Key Software, Inc
Michael Miller	Regions Bank
Chuck Mojock	Lake Sumter Community College
Susan Moxley	Lake County School Board
Margo Odom	Embarq
Wayne Olson	Division of Vocational Rehabilitation
Christine O'Neal	SeaWorld, Aquatica & Discovery Cove
Rob Panepinto	Connexions

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Maria Pantoja	Causey Machine Works, Inc.
Craig Polejes	Florida Bank of Commerce
Steve Rivers	Hardin Construction
Ed Schons	University of Central Florida
Dyke Shannon	D&D Enterprises of Sanford, Inc.
Jon Simpson	Sumter Electric Cooperative, Inc.
Darlene Stone	Leesburg Regional Medical Center and the Villages Regional Hospital
Nancy Tallent	Shenck Company
Dr. Bill Vogal	Seminole County Public Schools
Lena Wasserman	Community State Mortgage Corp.
Owen Wentworth	Owen Wentworth Consulting
Paul Wilson	ATU Local 1596
Craig Wojcik	.decimal
Don Works	Jackson Lewis, LLC
Mark Ziebarth	CNL Bank

NEW BOARD MEMBERS PY 09-10

Lania Crouch	Osceola Board of County Commissioners
Audra Hollifield	Orlando Magic
Janet Horvath-Pino	Dynetech Training and Simulation
Larry Kidd	The International Brotherhood of Electrical Workers Local 606
Lynn Nield	Burnham Institute for Medical Research
Orin Owen	G&T Conveyor Company
Anton Ruesing	Florida Finishing Trades Institute-District Council 78
Robin Smyth	Central Florida News 13
Lisa Somerville	Restor Telecom, Inc.

Members of the Central Florida Employment and Training Consortium

Gary Breeden	County Commission Chair Sumter County
Welton Cadwell	County Commission Chair Lake County
Mayor Richard Crotty	Orange County
Bob Dallari	County Commission Chair Seminole County
John Quinones	County Commission Chair Osceola County

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WCF EMPLOYER SOLUTIONS

Looking for workforce solutions?

WORKFORCE CENTRAL FLORIDA offers these innovative, no cost solutions to assist Central Florida businesses with recruiting, retention and training:

Training Award Programs that may pay up to 50 percent of a company's direct training costs up to \$100,000.

An online job bank, WorkforceCentralFlorida.com, where employers can post job openings and reach hundreds of thousands of job seekers across Florida or browse candidate profiles to find their next employee.

Special hiring events which include advertising to candidates in WCF offices and its Web site, office space for private interviews and WCF staff assistance.

Job fairs throughout the community, as well as the WCF Virtual Job Fair, a 24-hour-a-day online recruiting event for showcasing openings to job seekers with only a small investment of time.

The WCF Mobile Unit, a transportable HR resource that can be used for pre-employment screening, testing, training or interviewing in a comfortable, private room.

The Lending Library, where employers can access a variety of training and human resource materials that will help them to improve their business and save on training costs.

WORKFORCE CENTRAL FLORIDA UNIVERSITY monthly seminars about legal and human resource issues.

Wireless Workstations, computer laptops that can be set up at the employer's location and used for software training of current staff or for testing potential employees.

Research on labor market information that companies may use to make business decisions such as current occupational wages, the available labor force and salary comparisons.

Human resource management assistance that can provide companies with information about job descriptions, skill testing and compensation planning.

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Outplacement assistance including helping companies plan a layoff and providing group counseling to affected employees on filing for unemployment and available WCF services.

Employer Hotline

407-531-1200 / employerservices@wcfla.com

FINANCIAL NUMBERS

THE NUMBERS – PERFORMANCE

July 1, 2008 – June 30, 2009

Employers served – 4,158

Job seekers served- 196,908

Individuals placed into jobs- 42,968

Percentage of job openings filled – 43.8

Employees trained through EWT awards – 4,123

THE NUMBERS – FINANCIALS

Fiscal Year

July 1, 2008 – June 30, 2009

Employer services - \$2,138,292

Job seeker services – \$6,491,996

Training and support services – \$4,094,361

Program Operations - \$8,474,596

Administration - \$1,779,730

TOTAL EXPENDITURES - \$22,978,975

Note: Expenditures are unaudited